

Message Text

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PAGE 01 LONDON 20169 01 OF 02 141711Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 125193 /43

P R 141417Z DEC 76
FM AMEMBASSY LONDON
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8724
AMEMBASSY PARIS
AMEMBASSY THE HAGUE
AMEMBASSY BONN
AMEMBASSY STOCKHOLM
AMEMBASSY COPENHAGEN
AMEMBASSY OSLO
AMEMBASSY BRUSSELS
AMEMBASSY DUBLIN

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USDOC FOR OIM/BIC

E O. 1L652: N/A
TAGS: BEXP. UK
SUBJECT: END OF SHOW SUMMARY

1. OFFSHORE INTERNATIONAL EXHIBITION AND CONFERENCE, 1976.
 2. BIRMINGHAM, ENGLAND DECEMBER 7 TO 10, 1976
 3. NUMBER OF EXHIBITORS: 21
 4. SALES DURING EXHIBITION: NTM: 640,000 DOLLARS OTM: 1,010,000 DOLLARS TOTAL: 1,650,000 DOLLARS
 5. SALES PROJECTED FOR SUBSEQUENT 12 MONTHS: NTM: 6,410,000 DOLLARS OTM: 8,700,000 DOLLARS TOTAL : 15,110,000 DOLLARS.
 6. NUMBER OF EXHIBITORS SEEKING EXREPS: 5
 7. NUMBER OF EXREPS APPOINTED DURING EXHIBITION: 2
 8. NUMBER OF EXREP AGREEMENTS UNDER NEGOTIATION: 19 (INCLUDING 5 FOR LICENSEE ARRANGEMENTS).
 9. NUMBER OF TRADE DAY VISITORS: 1,066 CONTACTS REPORTED BY EXHIBITORS. TRADE VISITORS ESTIMATED BY FAIR AUTHORITIES AT 9,000.
 10. OUTSTANDING SUCCESS STORIES:
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MATCOTE COMPANY: CARL A. ROEHL, VICE PRESIDENT IN CHARGE OF SALES FOR MATCOTE COMPANY, OF HOUSTON, TEXAS, SAID THAT HIS COMPANY, WHICH SPECIALISES IN PROVIDING POSITIVE CORROSION PROTECTION TO FUEL TANKS, CAN NOW START TO COMING YEAR WITH SALES AMOUNTING TO MORE THAN A QUARTER OF A MILLION DOLLARS AS A RESULT OF PARTICIPATION IN THE OFFSHORE INTERNATIONAL EXHIBITION. ACCORDING TO MATCOTE'S DISTRIBUTOR IN THE UNITED KINGDOM, MICHAEL G. PASCHALIDES OF TIMEGUARD ENGINEERING LIMITED, THE COMPANY WAS TREMENDOUSLY PLEASED WITH THE FACT THAT OFFSHORE INTERNATIONAL OFFERED THE OPPORTUNITY TO GET THE MESSAGE ACROSS THAT MATCOTE HAS THE CAPABILITY TO DO SERVICE TO CLIENTS NOT ONLY IN THE NORTH SEA BUT ANYWHERE ELSE AROUND THE WORLD. MR. ROEHL ADDED: "I AM VERY PLEASED THAT WE WERE ABLE TO GET SUCH A FINE START IN THIS COUNTRY".

BETA ENGINE SYSTEMS: MR. RICARDO PAZ, VICE PRESIDENT OF BETA ENGINE SYSTEMS, FOUND THIS EXHIBITION (#) THE OFFSHORE MARKET SEC. HE WAS IMPRESSED WITH THE FACT THAT A NUMBER OF PEOPLE STOPPED BY THE STAND AS A RESULT OF THE INVITATIONS EXTENDED BY THE U.S. EXHIBITION TEAM. BETA ENGINE SYSTEMS IS NEW TO THE MARKET AND MR. PAZ SAID: "THE SHOW WAS DEFINITELY WORTHWHILE. POTENTIAL SALES AS A RESULT OF THIS EXHIBITION SHOULD BE APPROXIMATELY ONE HUNDRED TO ONE HUNDRED AND FIFTY THOUSAND DOLLARS FOR MY COMPANY".

PERRY EQUIPMENT CORPORATION: MR. RON COULTRUP OF PERRY EQUIPMENT CORPORATION, BASED IN LONDON, SAID THAT HIS CURRENT SALES ESTIMATES ARE BASED ON THE FACT THAT THEY HAVE NOW BEEN INCLUDED ON A BIDDER'S LIST OF A MAJOR OIL COMPANY FOR A WRITTEN QUOTE WITHIN 30 DAYS. THEY FEEL VERY CONFIDENT THAT THEY WILL WIN THIS BID AND STATE THAT: "THIS ACCOMPLISHMENT IS DIRECTLY RELATED TO OUR PARTICIPATION IN THE U.S. EXHIBITION". THE COMPANY IS PROJECTING TWO MILLION IN SALES OVER THE NEXT 12 MONTHS RELATED TO THE MORE THAN 150 LEADS UNCLASSIFIED

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OBTAINED DURING THE EXHIBITION.

GRAY TOOL COMPANY: MR. T.R. BARKER, MARKETING DIRECTOR OF THE GRAY TOOL COMPANY, SAID "THE SHOW WAS VERY GOOD FOR US - IT WAS HELPFUL; THE EXHIBITION TEAM DID A VERY GOOD JOB". HE ADDED THAT THE VOLUME OF VISITORS WAS NOT LARGE BUT THAT THE QUALITY WAS GOOD. THE SPECIAL TRAIN AND THE RECEPTION ON THE OPENING DAY

WAS A GREAT HELP. HE A D HIS STAFF NOTED THAT THE U.S.
EXHIBITION WAS A SURPRISINGLY GOOD DRAWING CARD

NOTE BY OC/T: LONDON 20169 (SEC 1 OF 2). (#)OMISSION.
CORRECTION TO FOLLOW.

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AMEMBASSY COPENHAGEN
AMEMBASSY OSLO
AMEMBASSY BRUSSELS
AMEMBASSY DUBLIN

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AND THEY RECEIVED APPROXIMATELY 40 NEW LEADS FOR SALES
DURING THE NEXT 12 MONTHS.

11. THE EXHIBITORS EXPRESSED THEIR APPRECIATION FOR THE
NUMBER OF SALES LEADS WHICH THEY OBTAINED. THE AMOUNT
OF OFF THE FLOOR SALES WAS SOMEWHAT OF A SURPRISE TO
ALL PARTICIPANTS INAS MUCH AS THE SHOW TRAFFIC WAS
SOMEWHAT SMALLER THAN ANTICIPATED. HOWEVER, ALL
EXHIBITORS NOTED THAT, WITH THE EXCEPTION OF VERY SENIOR
OIL COMPANY PERSONNEL' THE QUALITY OF VISITORS WAS
VERY GOOD. ONLY ONE COMPANY, STEWART AND STEVENSON OIL
TOOLS COMPANY, FAILED TO ACHIEVE THEIR OBJECTIVE OF
EXPOSURE TO NEW BUSINESS PROSPECTS. THEY OBTAINED
ONLY 5 NEW LEADS BUT DID NOT EXPECT THAT ANY NEW SALES
WOULD RESULT DURING THE NEXT 12 MONTHS. THEY STATED

THAT THEY FELT THE U.S. EXHIBITION WAS WELL ORGANIZED.
WELL PROMOTED AND WELL RUN.

THEY ATTRIBUTE LACK OF LEADS TO THE FACT THAT THE VOLUME
OF VISITORS WAS LOW OWING TO THERE HAVING BEEN TOO
MANY SHOWS TOO CLOSELY SPACED. ABERDEEN, STAVANGER AND
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LONDON.

NOTWITHSTANDING THIS SINGLE UNFORTUNATE EXPERIENCE FOR
ONE EXHIBITOR' WE CONCLUDE THAT THE U.S. PARTICIPATION
AT OFFSHORE INTERNATIONAL ' 76 WAS SUCCESSFUL AND
RECOMMEND EXHIBITING IN CAREFULLY SELECTED FUTURE
OFFSHORE SHOWS IN ENGLAND.
ARMSTRONG

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